

ABSTRACT

Apparatus and method for providing personalized information from a service provider to a plurality of users using mobile terminals. Specifically, at least one content server stores content in at least one content database. Additionally, at least

5 one subscriber database stores personalized user profiles. A plurality of base stations respectively provide wireless communications coverage over a plurality of cells between the at least one server of the service provider and the mobile terminals. Upon receiving a user request for content, the content server searches for the requested content based upon the spatial, temporal, and user preference information

10 stored in the subscriber and content databases. Once the requested content is retrieved, the content server provides search results to the mobile terminal.

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